

**ABSTRACT**

A heat transfer material is provided. The heat transfer material includes a base layer, a release layer overlaying the base layer, and an image-receptive transfer film overlaying the release layer. The release layer includes a particulate material and provides cold-release of the image-receptive transfer film. The image-receptive transfer film adheres well to the release layer prior to application of the image-receptive transfer film to a substrate, yet the image-receptive transfer film is easily removed from the release layer after application of the film to a substrate.

10